



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Waterfront Strategies
3050 K St NW #100
Washington, DC 20007

Contract # 1401910

Schedule Dates 10/31/12-11/06/12
Advertiser House Majority Political Action Committee (57001)
Agency Waterfront Strategies (7591)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand HOUSE MAJ PAC 10/31 (482843)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name WOOD, SPENCER
Phone/Fax /
CPE 79/86/2275
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments HOUSE MAJ PAC 10/31
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Date Entered 10/29/12
Last Modified 10/29/12
Entered By Katie Freckleton
CO-OP No
Headline # 06399138
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$11,373.00
Net Total \$64,447.00
Sales Tax

Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Nov. 2012	53	\$75,820.00
Grand Total:	53	\$75,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/31/12-11/02/12	1	:30	1P-2:30P (MST)				1	1	1			3	\$380.00	\$1,140.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, FRESH LIVING / BOLD & THE BEA	10/29/12
2.0	Normal Line / News (2)	10/31/12-11/02/12	1	:30	10P-10:35P (MST)				1	1	1			3	\$5,000.00	\$15,000.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, KUTV NEWS AT 10P M-F	10/29/12
3.0	Normal Line / News (3)	10/31/12-11/02/12	1	:30	12P-1P (MST)				1	1	1			3	\$630.00	\$1,890.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT NOON	10/29/12
4.0	Normal Line / SPOT (4)	10/31/12-11/02/12	1	:30	3P-4P (MST)				1	1	1			3	\$880.00	\$2,640.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, RICKY LAKE	10/29/12
5.0	Normal Line / News (5)	10/31/12-11/02/12	1	:30	4:30P-5P (MST)				1	1	1			3	\$1,060.00	\$3,180.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2NEWS AT 4:30PM	10/29/12
6.0	Normal Line / News (6)	10/31/12-11/02/12	1	:30	5P-5:30P (MST)				1	1	1			3	\$1,880.00	\$5,640.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 5P	10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Katie Freckleton 10/30/12



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By Broadcast Month Spots Rate
Nov. 2012 53 \$75,820.00
Grand Total: 53 \$75,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / News (7)	10/31/12-11/02/12	1	:30	5:30A- 6A (MST)				1	1	1			3	\$630.00	\$1,890.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 530A	10/29/12
8.0	Normal Line / SPOT (8)	10/31/12-11/02/12	1	:30	8A- 9A (MST)				1	1	1			3	\$630.00	\$1,890.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, THE EARLY SHOW	10/29/12
9.0	Normal Line / SPOT (9)	10/31/12-11/02/12	1	:30	11A- 12P (MST)				1	1	1			3	\$1,000.00	\$3,000.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, THE PRICE IS RIGHT	10/29/12
10.0	Normal Line / Prime (10)	11/05/12-11/05/12	1	:30	9P- CBS-Hawaii Five-O (Monday)		1							1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, HAWAII FIVE O	10/29/12
11.0	Normal Line / News (11)	11/03/12-11/03/12	1	:30	10P- 10:35P (MST)							1		1	\$3,190.00	\$3,190.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, KUTV NEWS AT 10P SAT	10/29/12
12.0	Normal Line / News (12)	11/03/12-11/03/12	1	:30	5P- 6P (MST)							2		2	\$940.00	\$1,880.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 5P SAT	10/29/12

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Grand Total:	53	\$75,820.00

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13.0	Normal Line / SPOT (13)	11/03/12-11/03/12	1	:30	6p- 7p (MST)							5		5	\$1,000.00	\$5,000.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ENTERTAINMENT TONIGHT WEEKEND	10/29/12
14.0	Normal Line / Prime (15)	11/03/12-11/03/12	1	:30	8p- CBS-48 Hours (Saturday)							1		1	\$1,560.00	\$1,560.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 48 HOURS MYSTERY	10/29/12
15.0	Normal Line / Prime (20)	11/06/12-11/06/12	1	:30	8p- CBS-NCIS: Los Angeles (Tuesday)			1						1	\$6,550.00		Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, NCIS - LOS ANGELES	10/29/12
15.0	Preempt (20)	11/06/12															Salt Lake City (KUTV)	Program Change/Exception - Election	
16.0	Normal Line / SPOT (1)	11/05/12-11/06/12	1	:30	1p- 2:30p (MST)			1	1					2	\$380.00	\$760.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, FRESH LIVING / BOLD & THE BEA	10/29/12
17.0	Normal Line / News (2)	11/05/12-11/06/12	1	:30	10p- 10:35p (MST)			1	1					2	\$5,000.00	\$10,000.00	Salt Lake City (KUTV)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, KUTV NEWS AT 10p M-F	10/29/12

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18.0	Normal Line / News (3)	11/05/12-11/06/12	1	:30	12P- 1P (MST)	1	1	1						2	\$630.00	\$1,260.00	Salt Lake City (KUTV)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT NOON	10/29/12
19.0	Normal Line / SPOT (4)	11/05/12-11/06/12	1	:30	3P- 4P (MST)	1	1	1						2	\$880.00	\$1,760.00	Salt Lake City (KUTV)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, RICKI LAKE	10/29/12
20.0	Normal Line / News (6)	11/05/12-11/06/12	1	:30	5P- 5:30P (MST)	1	1	1						1	\$1,880.00	\$1,880.00	Salt Lake City (KUTV)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 5P	10/29/12
20.0	Preempt (6)	11/06/12															Salt Lake City (KUTV)	Program Change/Exception - Election Coverage	
21.0	Normal Line / News (7)	11/05/12-11/06/12	1	:30	5:30A- 6A (MST)	1	X	X						1	\$630.00	\$630.00	Salt Lake City (KUTV)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 2 NEWS AT 530A	10/29/12
22.0	Normal Line / SPOT (8)	11/05/12-11/06/12	1	:30	8A- 9A (MST)	1	1	1						2	\$630.00	\$1,260.00	Salt Lake City (KUTV)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, THE EARLY SHOW	10/29/12
23.0	Normal Line / SPOT (9)	11/05/12-11/06/12	1	:30	11A- 12P (MST)	1	1	1						2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, THE PRICE IS RIGHT	10/29/12

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24.0	Normal Line / News (5)	11/05/12-11/06/12	1	:30	4:30P- 5P (MST)		1	1						2	\$1,060.00	\$2,120.00	Salt Lake City (KUTV)	ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE, 2NEWS AT 4:30PM	10/29/12										
CONFIRMATION CONTRACT																													
Accepted-Agency/Advertiser:						Date:						Accepted-Station:						Date:						Comments:					

OCT29/12 11.26
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REP HEADLINE# 6399138 TRF# 1401910
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT29/12 11.26
*** KUTV-TV ***

LINE	PROGRAM	ORD COM1	CON COM1	TIME	POSITION	IN	DAY	PERIOD	RATE	IS	DATE	WEEK	SPOTS	WEEK	DATE
4	PROGRAM : RICKY LAKE ORD COM1: ELEMENT AT CON COM1: RICKY LAKE			300P-400P	30				\$880.00		10/31	11/6	5		W-F,M-TU
5	PROGRAM : 2NEWS AT 4:30PM ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: 2NEWS AT 4:30PM			430P-500P	30				\$1,060.00		10/31	11/6	5		W-F,M-TU
6	PROGRAM : 2NEWS AT 5P ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: 2NEWS AT 5P			500P-530P	30				\$1,880.00		10/31	11/6	5		W-F,M-TU
7	PROGRAM : 2 NEWS AT 530A ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: 2 NEWS AT 530A			530A-600A	30				\$630.00		10/31	11/6	4		W-F,M-TU
8	PROGRAM : THE EARLY SHOW ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: THE EARLY SHOW			800A-900A	30				\$630.00		10/31	11/6	5		W-F,M-TU
9	PROGRAM : THE PRICE IS RIGHT ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: THE PRICE IS RIGHT			900A-1000A	30				\$1,000.00		10/31	11/6	5		W-F,M-TU
10	PROGRAM : HAWAII FIVE O ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: HAWAII FIVE O			900P-1000P	30				\$6,250.00		11/5	11/5	1		MON
11	PROGRAM : KUTV NEWS AT 10P SAT ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1: KUTV NEWS AT 10P SAT			1000P-1035P	30				\$3,190.00		11/3	11/3	1		SAT

REP HEADLINE# 6399138 TRF# 1401910
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT29/12 11.26
*** KUTV-TV ***

12	500P-600P	30	\$940.00	11/3	11/3	2	SAT	2
PROGRAM : 2 NEWS AT 5P SAT								
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE								
CON COM1: 2 NEWS AT 5P SAT								
13	600P-700P	30	\$1,000.00	11/3	11/3	5	SAT	5
PROGRAM : ENTERTAINMENT TONIGHT WEEKEND / PA								
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE								
CON COM1: ENTERTAINMENT TONIGHT WEEKEND / PA								
14	800P-900P	30	\$1,560.00	11/3	11/3	0	SAT	0
PROGRAM : CRIMETIME SATURDAY								
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE								
CON COM1: CRIMETIME SATURDAY								
15	900P-1000P	30	\$1,560.00	11/3	11/3	1	SAT	1
PROGRAM : 48 HOURS MYSTERY								
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE								
CON COM1: 48 HOURS MYSTERY								
16	1000P-1035P	30	\$5,000.00	11/4	11/4	0	SUN	0
PROGRAM : KUTV NEWS AT 10P SUN								
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE								
CON COM1: KUTV NEWS AT 10P SUN								
17	500P-600P	30	\$1,880.00	11/4	11/4	0	SUN	0
PROGRAM : 2 NEWS AT 5P SUN								
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE								
CON COM1: 2 NEWS AT 5P SUN								
18	800P-900P	30	\$7,500.00	11/1	11/1	0	THU	0
PROGRAM : PERSON OF INTEREST								
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE								
CON COM1: PERSON OF INTEREST								
19	700P-800P	30	\$7,500.00	11/6	11/6	0	TUE	0
PROGRAM : NCIS								
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE								
CON COM1: NCIS								

REP HEADLINE# 6399138 TRF# 1401910 REP: TEL# 215-564-1206 FAX# 215 564 1103
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!
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*** KUTV-TV ***

20	800P-900P	30	\$6,550.00	11/6	11/6	1	TUE	1
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PROGRAM : NCIS - LOS ANGELES
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE
CON COM1: NCIS - LOS ANGELES
STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#9 MISSED:W-F,M-TU/900A-1000A OCT31(5/WK) 30S \$1,000.00 (OCT29/12)
OFFER:W-F,M-TU/1100A-1200N OCT31(5/WK) 30S \$1,000.00 PLS ADVISE.
CMT:SPOTS WERE BOOKED DURING WRONG TIME PERIOD. OFFERING TO KEEP IN SAME
CMT:PROGRAM ORDERED. PREBOOKED.

NOV/12 84250.00 CONTRACT TOTAL 84250.00
TOTAL SPOTS 55

COMPETITIVE INFORMATION NOT YET AVAILABLE.
SVC- NSI
DEMOS- RA35+*